# What the average business person doesn't know about personal computers could fill a 12-page ad.

There are more people in more places doing more things with Apples than with any other personal computer in the world.

Which is saying a lot.

But if you're like most business people we've talked to, you still don't have a clear understanding of what a personal computer can do for you, personally.

So, over the next several pages, we're going to explain five of the many powers an Apple® Personal Computer can bring to anyone in business. In basic English.

Since we invented the whole idea of personal computing, we feel it's our duty.

Besides, it's a lot easier to explain why Apples are the best personal computers to people who understand what personal computers are for.

# How to avoid the

There are more people in more places doing more things with Apples than with any other personal computer in the world.

Which is saying a lot.

But we'd like to take the time to explain just one of the things an Apple® Personal Computer can do for you, personally.

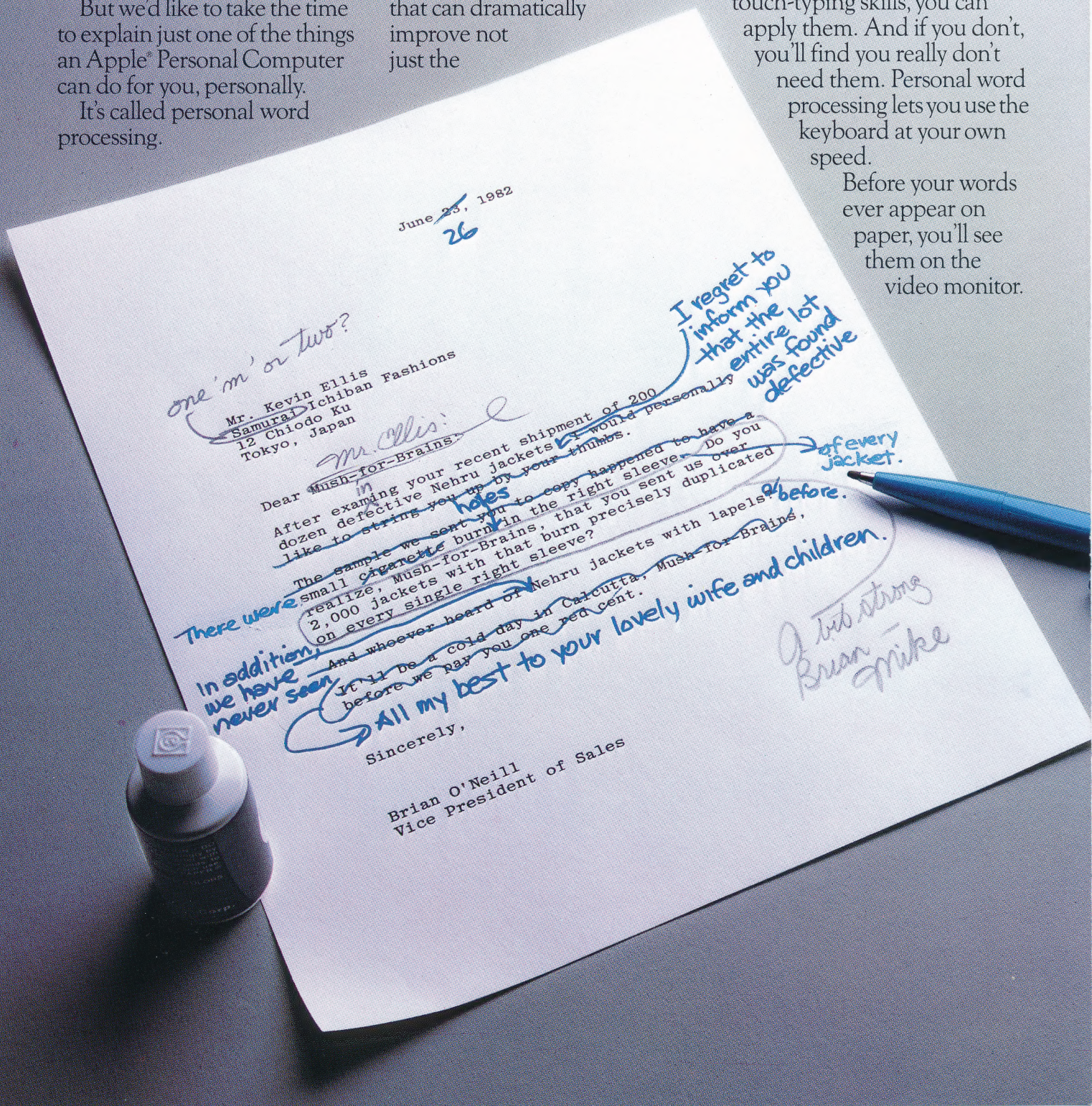
It's called personal word processing.

You probably know "word processing" as a secretarial function, a way of efficiently churning out stacks of letter-perfect documents. But with an Apple, it's a personal tool that can dramatically improve not just the quantity, but also the quality of your own writing.

## Moving prose.

The Apple's keyboard is similar to a typewriter's. So if you *have* touch-typing skills, you can apply them. And if you don't, you'll find you really don't need them. Personal word processing lets you use the keyboard at your own speed.

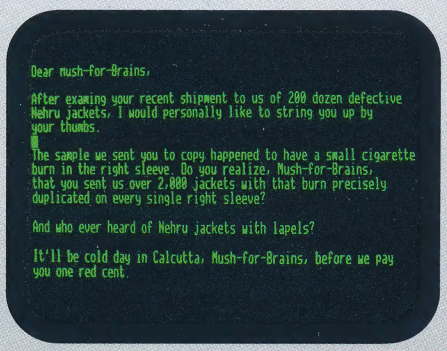
Before your words ever appear on paper, you'll see them on the video monitor.


June 23, 1982
26
one 'm' or two?
Mr. Kevin Ellis
Samurai Ichiban Fashions
12 Chiodo Ku
Tokyo, Japan
Mr. Ellis:
Dear Mush-for-Brains,
After examining your recent shipment of 200 dozen defective Nehru jackets I would personally like to string you up by your thumbs.
The sample we sent you to copy happened to have a small cigarette burn in the right sleeve. Do you realize, Mush-for-Brains, that you sent us over 2,000 jackets with that burn precisely duplicated on every single right sleeve?
And whoever heard of Nehru jackets with lapels?
It'll be a cold day in Calcutta, Mush-for-Brains, before we pay you one red cent.
Sincerely,
Brian O'Neill
Vice President of Sales
I regret to inform you that the entire lot was found defective
holes
There were
In addition, we have never seen
of every jacket.
before.
All my best to your lovely wife and children.
Best wishes
Brian
Mike

# draft.

And when you need to make a change, there's no need to cross things out. Or scribble. Or scrawl. Or retype.

Instead, a few keystrokes allow you to dart instantly to any part of the document, to move words, paragraphs or entire pages,


Dear mush-for-Brains,
After examing your recent shipment to us of 200 dozen defective Nehru jackets, I would personally like to string you up by your thumbs.
The sample we sent you to copy happened to have a small cigarette burn in the right sleeve. Do you realize, Mush-for-Brains, that you sent us over 2,000 jackets with that burn precisely duplicated on every single right sleeve?
And who ever heard of Nehru jackets with lapels?
It'll be cold day in Calcutta, Mush-for-Brains, before we pay you one red cent.

*Your first draft. You may decide "Mush-for-Brains" is inappropriate in a business letter. With one simple command, you can change every occurrence of "Mush-for-Brains" to "Mr. Ellis."*

erasing and replacing them in a matter of seconds.

And when you feel the text is perfect, your Apple—teamed with a printer—can put it down on paper. A lot faster than any typist could.

## Play tricks on our memory.

Most business people find there are times when it really pays to remember what they've written.

Word for word.

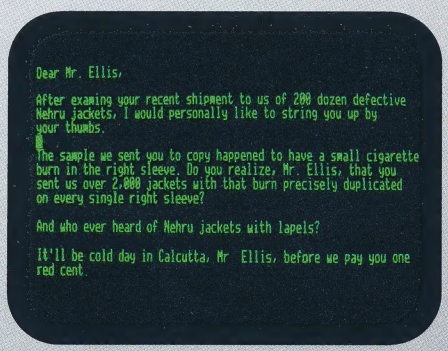
The Apple can assist them in one of two ways:

By putting it on paper, which can be filed away.

Or, more conveniently, by storing your document on a "floppy disk" to be recalled later (it's smaller than a 45 rpm record and holds approximately 48 pages-worth of double-spaced typing).

Want to update a manual? Or send the same basic letter customized for several different companies? Or insert new names and information in a standard contract?

Simply load the document from the disk back into the computer, make your changes


Dear Mr. Ellis,
After examing your recent shipment to us of 200 dozen defective Nehru jackets, I would personally like to string you up by your thumbs.
The sample we sent you to copy happened to have a small cigarette burn in the right sleeve. Do you realize, Mr. Ellis, that you sent us over 2,000 jackets with that burn precisely duplicated on every single right sleeve?
And who ever heard of Nehru jackets with lapels?
It'll be cold day in Calcutta, Mr Ellis, before we pay you one red cent.

*You did that in an instant. And it's just as easy to delete words and whole paragraphs. As soon as you give the command, the words realign themselves in perfect form.*

and print out a letter-perfect copy every time.

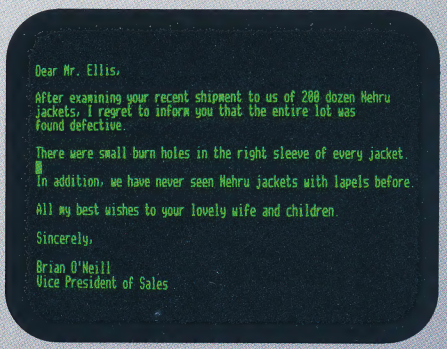
There's even a feature that lets you change or delete specific words wherever they occur. So every reference to "Smith vs. Jones" can be changed to "Mugwump vs. Gretzky," with one simple command.

## A better choice of words.

There are more word processing programs available for Apples than for any other personal computer.

Including our Apple Writer text-editing software, for both the Apple II and Apple III.

We even have a program that catches misspelled words. And another that will keep the names and addresses of all your customers at your fingertips.


Dear Mr. Ellis,
After examining your recent shipment to us of 200 dozen Nehru jackets, I regret to inform you that the entire lot was found defective.
There were small burn holes in the right sleeve of every jacket.
In addition, we have never seen Nehru jackets with lapels before.
All my best wishes to your lovely wife and children.
Sincerely,
Brian O'Neill
Vice President of Sales

*Since revisions are so easy with no retyping or scrawled corrections, you may decide to do a still more diplomatic rewrite. There's even a program that will catch the misspelling of "examining."*

Apple also offers a complete line of printers, for everything from rough drafts to finished letter-quality. Some can even print on your own letterhead or forms. And it's all backed by over 1300 authorized dealers.

## Free screen test.

Word processing is just one of the thousands of things an Apple can help you do, from accounting to zoology.

Not surprising. There's more software available for Apples than for any other personal computer. So visit your nearest authorized Apple dealer. And try your hand at screenwriting.

apple®

The most personal computer.

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# How to seek less

There are more people in more places doing more things with Apples than with any other personal computer in the world.

Which covers a broader range of activities than most people care to deal with. So we'd like to detail just one of the many powers an Apple® Personal Computer can put in your hands.

It's called "data base management," a computer term for a human activity which, if you've ever looked up a word in a dictionary or a number in a phone book, you're quite familiar with.

## Faster ways to get at the facts.

Data base management is the most common application for computers of all types and vital to the world's governments and major corporations. But since the advent of Apples, it's also become a powerful personal tool.

Because when you turn your paper files into electronic files with an Apple, you can look at what you need to know in ways you never knew you could.

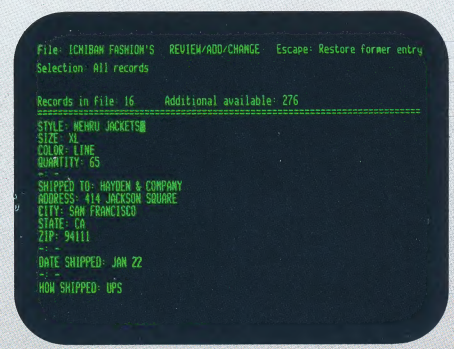
Paper files are limited to a single organizational scheme—either numbering or alphabetizing.

But electronic files can be automatically cross-tabulated,

# and find more.

so you can get any information you want, in any order you specify, and get it a lot faster from an Apple than from a file cabinet.

You can selectively retrieve your information—like the name and address of your top salesperson on the East Coast. Or you can generate a variety of reports—like a listing of all your accounts ranked alphabetically, or by profitability, size, age, or any other way you specify.




*With Apple's Quick File software, you can easily create electronic files that match the paper files you're used to working with. But that's the end of the similarity because...*

## Give yourself instant recall.

It's easy to understand the value of data base management to the IRS or the Pentagon. But what can it do for you?

Yes, it can shrink your paper files. Apple's ProFile™ storage system can hold up to 3000 pages of double-spaced text.

Yes, it can put the information you need at your fingertips—sales records, personnel files, expense reports, account lists, appointment calendars, price lists and inventories.

Those benefits alone have paid for thousands of Apple systems, and provided smaller businesses and departments with efficiencies that were once available only to the largest organizations. But for you, the manager or proprietor, it means much more.

It means increased personal productivity, because you spend less time searching for information and more time deciding how to use it.

It means a totally private information library that you can use as a management tool.

And it means the flexibility to consider information easily in many different ways, allowing you to develop an instinctive feel for the facts and make better decisions.


File: ICHIBAN FASHION'S REVIEW/ADD/CHANGE Escape: File Menu
Selection: All records
STYLE SIZE COLOR QUANTITY
BLOOMERS L YELLOW 75
BOXER SHORTS 34 PURPLE 65
CLAM DIGGERS M BEIGE 150
CUMERBUNDS MA NAVY 200
DICKIES MA JADESTONE 45
GAUCHO PANTS L PURPLE 70
GIBOLES L ORANGE 100
LEISURE SUITS XL PINK 225
MADRAS DRESS SH 36/32 DARK SAND 35
MINI SKIRTS S DARK PLUM 40
NEHRU JACKETS XL LIME 65
PEDDLE PUSHERS XS OXBLOOD 12
SPATS XS MAROON 12
TOREADOR PANTS L BLACK 65
WAISTCOATS L GRAY 5

*Not only can you retrieve information selectively in an instant—whether a single name or all the addresses in a certain zip code—but you can also generate a variety of reports instantly, like this alphabetical inventory or...*

## More ways to establish order.

There are more ready-to-use data management programs available for Apples than for any other personal computer you can buy. Although many are specialized packages for specific types of businesses, Apple offers several data base packages adaptable to any office.

File: ICHIBAN FASHION'S
Report: SHIPMENTS BY DATE
Selection: All records
DATE SHIPPED SHIPPED TO QUANTITY COLOR STYLE
JAN 22 HAYDEN & COMPANY 65 LIME NEHRU JACKETS
FEB 12 MR KEVIN'S 5 GRAY WAISTCOATS
FEB 23 JOBS TRADING CO. 200 NAVY CUMERBUNDS
FEB 29 DONNA'S DIGS 100 ORANGE GIBOLES
MAR 16 JEAN'S BOUTIQUE 75 YELLOW BLOOMERS
MAR 25 PAUL'S PALACE 45 JADESTONE DICKIES
APR 9 THE CLOW COMPANY 12 MAROON SPATS
APR 12 BRIAN'S EAST GATE 35 DARK SAND MADRAS DRESS SHIRTS
MAY 6 JACKSON SQUARE 414 12 OXBLOOD PEDDLE PUSHERS
MAY 16 SINGER'S SURPLUS 65 PURPLE BOXER SHORTS
MAY 25 HENRY'S FASHIONS 65 BLACK TOREADOR PANTS
MAY 30 GOLDBERG & GOLDMAN 150 BEIGE CLAM DIGGERS
JUL 11 STEVE'S CORNMOLE 40 DARK PLUM MINI SKIRTS
JUL 31 BRUCE'S PANT RACK 30 WHITE WHITE DUCKS
AUG 25 CASA DE PANTS 70 PURPLE GAUCHO PANTS
SEP 29 MAURICE'S EMPORIUM 225 PINK LEISURE SUITS

*With a few keystrokes, you can look at the same information in chronological order. Or, for that matter, in any other order you want—by location, billing, merchandise sold, or whatever you specify.*

Quick File, for example, is designed for individual use by managers or professionals. It's extremely flexible, easy to use, and well-suited to a wide variety of applications.

## Put this in your memory bank.

For your information, Apple has more ways to obtain, store and retrieve information than any other personal computer. We also have more dealers to show you how it works and keep it working—over 1300 of them.

So call the number below to find the authorized Apple dealer nearest you.

And learn how to manipulate the facts to your advantage.

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The most personal computer.

Call **(800) 538-9696** for the location of the authorized Apple dealer nearest you, or for information regarding corporate purchases through our National Account Program. In California **(800) 662-9238.** Or write Apple Computer Inc., Advertising and Promotion Dept., 20525 Mariani Ave., Cupertino, CA 95014. ©1983 Apple Computer Inc.

# How to turn data you can see.

There are more people in more places doing more things with Apples than with any other personal computer in the world.

Which is saying a lot.

But we'd like to take the time to explain just one of the things that can make an Apple® Personal Computer more meaningful to you, personally.

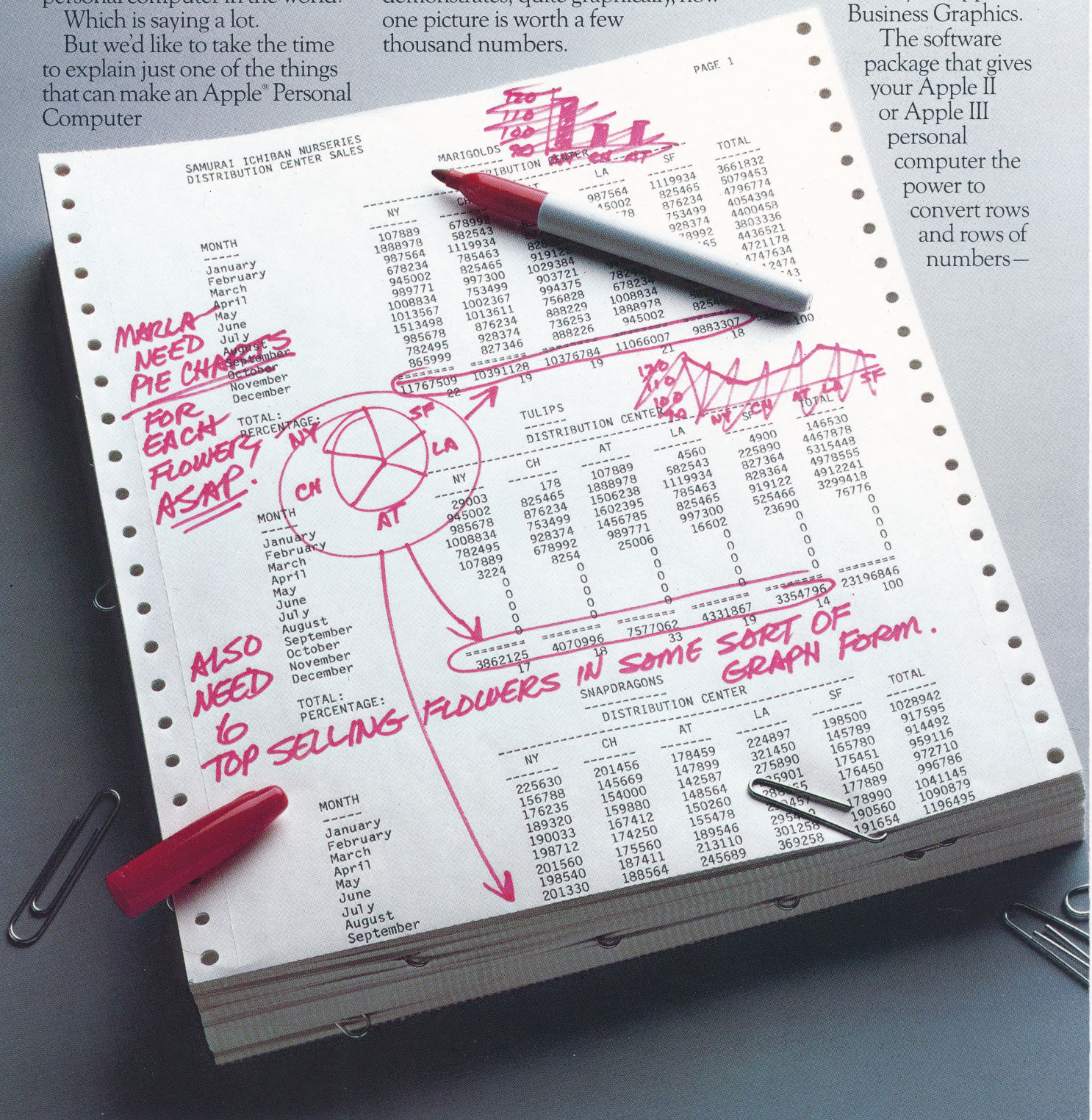
It's called business graphics.

An important business tool that demonstrates, quite graphically, how one picture is worth a few thousand numbers.

## More ways to see what you're doing.

That's the beauty of Apple Business Graphics.

The software package that gives your Apple II or Apple III personal computer the power to convert rows and rows of numbers—



# a sea of data into

or pounds of printout—into one simple, colorful, comprehensible illustration.

And that gives you the power, for example, to thoroughly understand relationships and comparisons in a complex market analysis. Without having to spend hours sifting through dull data—armed with little more than a ruler, a compass and a few not-so-magic markers.

With Apple Business Graphics, all you do is enter the data or transfer it directly from your VisiCalc® model or a number of other computer files. Your Apple will take it from there.

Helping you to get the big picture in a variety of ways. Line or area graphs, bar graphs, pie charts or scattergrams.

Whichever configuration best suits your application.

When you're through charting market shares you can do the same with forecasts, budgets, stock trends, business plans or customer demographics.

## Show your stuff.

In addition to helping you better visualize results, Apple Business Graphics can make presentations more presentable.

Because whatever you've produced can be rapidly, easily and colorfully reproduced, on virtually any printer or plotter on the market.

Moreover, sophisticated Apple features like exploded views, unlimited overlays and floating titles allow your displays to be remarkably flexible.

By combining Apple Business Graphics with various slide-show packages, charts and graphs on your monitor can easily be converted into impressive slides and transparencies.

## Getting started in pictures.

Start by seeing any of the over 1300 authorized Apple dealers.

They'll show you Apple Business Graphics software can generate more types of pictures, in more colors, using more data than any other graphics package.

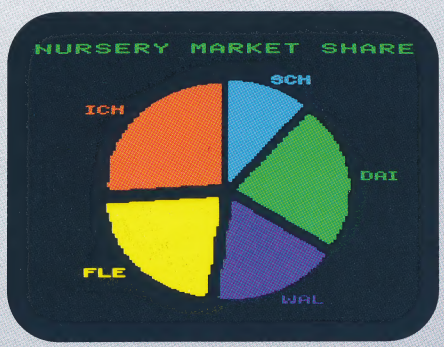
More important, they'll show you what all that can mean to you, your accounting firm, your import business, or your chain of quiche-on-a-bun family restaurants.

They'll even help you produce your first picture.

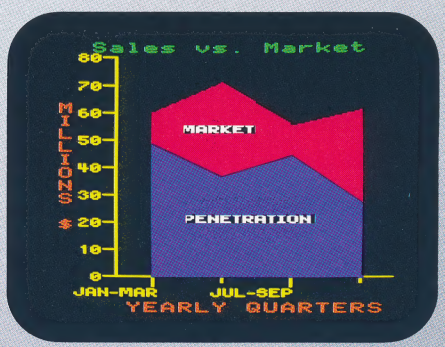
But business graphics is just one of the things an Apple can help you do. One of thousands. Which is not terribly surprising, when you consider there's more software available for Apples than for any other personal computer.

So consider a trip to your Apple dealer. And draw your own conclusions.

*Horizontal bar graph (a unique feature) makes it easy to compare the profitability of six different products — from periwinkles to petunias.*




*To get the overall market share picture, (and any other percentage related data) Ichiban management consults this easy-to-digest pie chart.*




*With up to six colors per graph, employees can easily see just how their annual sales blossomed relative to the rest of the market.*

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# How to make a

There are more people in more places doing more things with Apples than with any other personal computer in the world.

Which is saying a lot.

But we'd like to take the time to explain just one of the things that can make an Apple® Personal Computer more meaningful to you, personally. It's called an "electronic spreadsheet."

Now, to most people a spreadsheet is just a piece of paper with columns running down the page and rows running across.

But, when you fill up those rows and columns with information—dates, places, dollars—it becomes a powerful business tool. Because it's a model of what's going on in your world.

Now imagine what would happen if you could move that model from paper to a computer screen.

The implications are electrifying.

## Snap decisions.

Teamed with VisiCalc® financial software, an Apple can help anyone make better, smarter, faster business decisions. All you do is choose a category (Net Profit, for example), enter some information (the name and cost of your product), then do a few keystrokes. That's it. If the variables change, the computer will recalculate the numbers for you (advanced

# worksheet play.

mathematical functions and all kinds of business formulas are built-in).

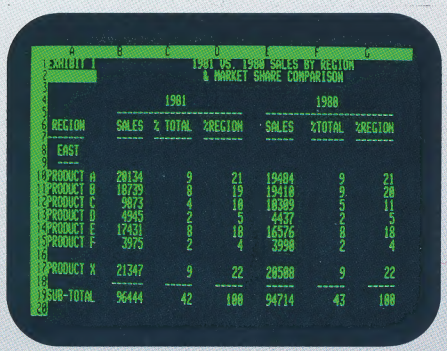
So you can revise budgets, business plans, sales trends, stock trends, or other trends.

And do it in seconds. Versus the hours or days it used to take your mechanical pencil.

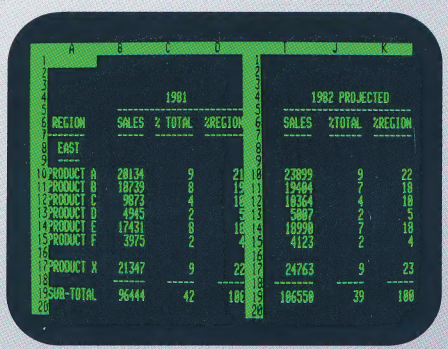
## What if "what if" isn't enough?

Very often it isn't.

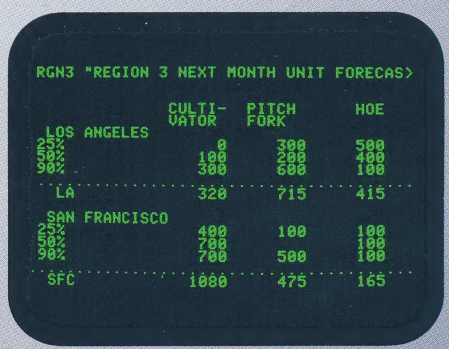
Because very often you need to turn your financial findings into reports that can be shared with other departments (the average underlings and overlings will know exactly how you reached your conclusion. It even has built-in functions for depreciation, linear regression forecasting, and other powerful virtues not found in most financial software packages.


1981 VS. 1980 SALES BY REGION
& MARKET SHARE COMPARISON
1981
1980
REGION SALES % TOTAL %REGION SALES %TOTAL %REGION
EAST
PRODUCT A 20134 9 21 19484 9 21
PRODUCT B 18739 8 19 19410 9 20
PRODUCT C 9873 4 10 18309 5 11
PRODUCT D 4945 2 5 4437 2 5
PRODUCT E 17431 8 18 16576 8 18
PRODUCT F 3975 2 4 3990 2 4
PRODUCT X 21347 9 22 28588 9 22
SUB-TOTAL 96444 42 100 94714 43 100

*An Apple teamed with VisiCalc can give you the power to rapidly revise and compare sales totals, market share or any important business data.*




*Using the built-in split screen feature, the same sales analysis can even be compared to projected totals for more accurate forecasting.*




*Apple's Senior Analyst program lets you consolidate reports using data from other departments, whether they're in Anaheim, Azusa, or Cucamonga.*

## Make clearer forecasts.

What if, next month, the cost of making a product rises four percent instead of three? What if vendors hike their finance charges two percent per year for the next five years? Or what if the department hires another six employees in the third quarter?

An Apple armed with VisiCalc can answer all of the above.

And allow you to experiment with hundreds of other assumptions, helping you to thoroughly analyze the impact of any business decision, before you actually make it.

So you'll know, down to the dollar, how these decisions will affect the future of your budget.

Or your inventory. Or your investments. Or your tax returns.

Or your golf game. Or your condo in Key Largo.

spreadsheet can't help you there).

Enter Apple's Senior Analyst. A powerful, flexible *corporate* planning and financial modeling program. It enables you to print out formatted, easy-to-read financial reports. Or to consolidate several reports, from several departments or several cities.

It also documents every step—in English—so your colleagues and

## Get a full accounting.

Of all the computers in this world, why turn to an Apple for financial aid?

Because it can run more electronic spreadsheet software than any other personal computer.

With over 1300 authorized dealers to back it up.

But financial planning and analysis is just one of the things an Apple can help you do. One of thousands. In fact, there's more software available for Apples than for any other personal computer.

So visit your nearest authorized Apple dealer. Because there's only one way to fully appreciate what an Apple Personal Computer can do for your worksheet.

Play around with it.

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The most personal computer.

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# How to send mail at

There are more people in more places doing more things with Apples than with any other personal computer in the world.

Obviously, one ad can't tell the whole story.

But it can explore just one of the things that can make an Apple® Personal Computer meaningful to you, personally. It's called "electronic mail."

Which, simply stated, is a quick and inexpensive way of sending any information, anywhere, anytime.

## Put your computer on the phone.

For the six dollars it costs to produce and mail a typical business letter, you could easily splurge on a patty melt and Perrier at The Blue Turtle.

Or, you could send the same letter for about 1/12 the cost using electronic mail.

This new technology enables your Apple to send or receive any correspondence to any compatible computer over standard phone lines. The same ones your voice has been using for years.

# 670,000,000 mph.

So there's no costly hook-up expense. All you need is an Apple and a device, called a modem, that translates the computer's electronic codes into fleet phone signals.

Which, in turn, can actually move messages at about the speed of light. Versus the speed of the U.S. Mail.

And not just letters. But memos, charts and graphs, stock reports, Visicalc® reports, weather reports or whatever.

To one address. Or, just as easily, to a hundred.

MICRO COURIER STATUS-SEND/RECEIVE
TIME STARTED 12:00 CURRENT TIME 12:00
THE SYSTEM IS CURRENTLY: SENDING
7 MESSAGE(S) HAVE BEEN SENT
3 MESSAGE(S) HAVE BEEN RECEIVED
1 MESSAGE(S) HAVE YET TO BE SENT
TYPE CTRL H TO HALT SENDING/RECEIVING AFTER CURRENT TRANSMISSION/RECEPTION AND RETURN TO SEND/RECEIVE MENU
TYPE CTRL I TO STOP SENDING/RECEIVING IMMEDIATELY

*The first thing to do in the morning is check your mailbox. Micro-Courier will tell you how many letters are awaiting your perusal. After you skim through them, you can save those you want in the computer's memory, print them out, forward them, or discard them.*

## 24-hour postal service.

Depending on the software you use, your Apple Personal Computer can perform a number of unusual postal chores.

Functioning, for example, as a 24-hour-a-day mail room.

Automatically sending and receiving messages, unattended, even late at night (when phone rates are lowest).

So, instead of paying an overnight service nine dollars to rush a four-page report from Winnemucca to Wanamassa, you can have it sent electronically—anytime during the night—for less than 40 cents.

Your Apple will also let you revise messages right on the screen. So you can edit at the last minute. Or make comments on incoming mail, and send it on to another department. Another office. Another company. Or any compatible computer anywhere.

It can even record the date and time of all transactions. Sort, file or print them out. And keep a running directory of up-to-date addresses.

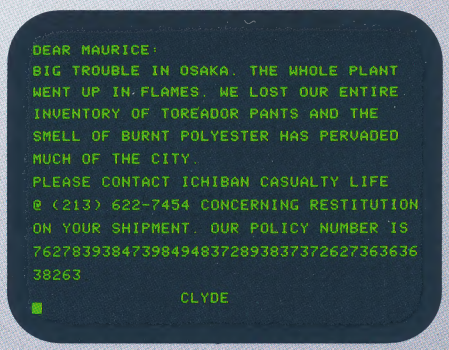
*Like the Post Office, Micro-Courier has mailboxes—99 of them. As you assign them to different people, the numbers appear in white squares. You can send the same letter to everyone at once or a selected few, or correspond one-to-one.*

## Dialing for data.

Your Apple can also access larger computers that function as electronic postal centers. They offer subscribers a central electronic "mailbox," and a number of message handling services.

But that's not all. These same "data banks" provide Apple users with access to a wealth of services and information.

So you can use your Apple to obtain stock quotes, make travel arrangements, scan *The New York Times*, or tap into an electronic encyclopedia for detailed answers to diverse queries (if you wish, it can even provide you with floor plans of Czechoslovakian hospitals).


DEAR MAURICE:
BIG TROUBLE IN OSAKA. THE WHOLE PLANT WENT UP IN FLAMES. WE LOST OUR ENTIRE INVENTORY OF TOREADOR PANTS AND THE SMELL OF BURNT POLYESTER HAS PERVADED MUCH OF THE CITY.
PLEASE CONTACT ICHIBAN CASUALTY LIFE @ (213) 622-7454 CONCERNING RESTITUTION ON YOUR SHIPMENT. OUR POLICY NUMBER IS 762783938473984948372893837372627363636 38263
CLYDE

*Electronic mail is not only as fast as a phone call, it's generally more reliable and informative than a phone call. Because, no matter how elaborate the facts, your recipient will have the advantage of seeing them in black and white (or phosphor green).*

## Save your stamps.

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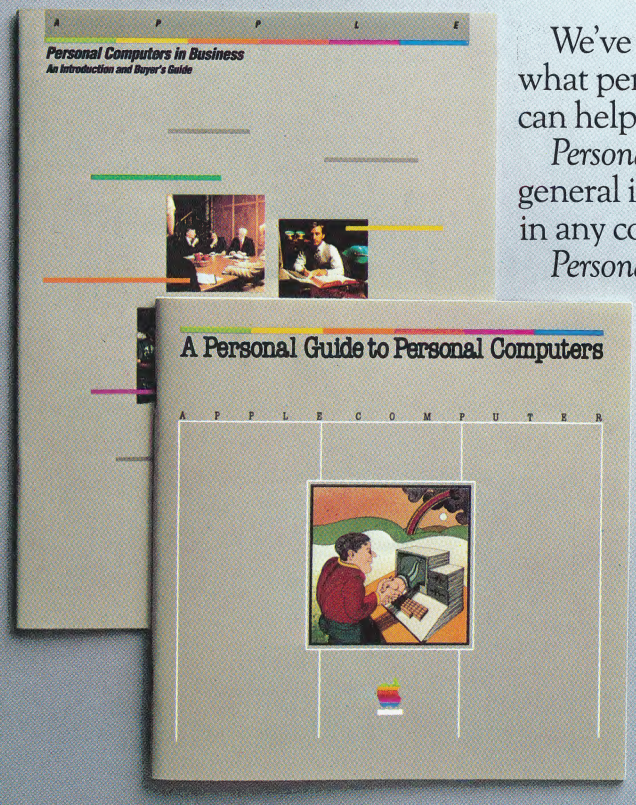
# And what we couldn't fit in this ad could fill a book. Or two.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